AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A method of quantitative analysis of communication performance for reputation management, comprising ~~the steps of~~:

(i) ~~Performing~~ performing a computerised set of at least two searches in a database or a network containing articles, each search comprising an object of interest related to said communication performance or objects to be compared to said object of interest, at least one search term to be searched in a publication and optionally one or more attributes concerning the publication itself;

(ii) ~~Analyzing~~ analyzing the at least two searches to produce a quantitative analysis related to said reputation management ~~by taking into account additional data including data being provided from a different source than said database or network of articles, the additional data facilitating normalization of quantitative search results and comparisons between the objects in the quantitative analysis~~; and

(iii) ~~Displaying~~ displaying the quantitative analysis ~~search results of analyses~~ as graphs.

2. (Currently Amended) The method of quantitative analysis of communication performance as set forth in claim 1 further comprising ~~the step of~~:

Performing steps (i) and (ii) for articles published at different points in time and displaying the results as a function of time.

3. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1 wherein said object of interest is a company, brand or product name or category, governmental or non-governmental organisation, person or issue of general interest or public policy.

4. (Cancelled)

5. (Currently Amended) The method of quantitative analysis of communication performance as set forth in claim 1, further comprising ~~the step of~~ evaluating the positive, negative, and neutral tone of voice concerning said object of interest or said objects to be compared to said objects of interest of a plurality of retrieved publications by manually evaluating a statistically chosen sub-set thereof.

6. (Previously Presented) The method of quantitative analysis of communication performance as set forth in claim 1, further comprising ~~the step of~~ counting and mapping frequency of most relevant words concerning said object of interest or said objects to be compared to said objects of interest of a plurality of retrieved publications by plotting most relevant words in conjunction with change of occurrence over time.

7. (New) The method of quantitative analysis of communication performance as set forth in claim 1, wherein analyzing the at least two searches further comprises taking into account additional data including data being provided from a different source than said database or network of articles, the additional data facilitating normalization of the quantitative analysis and comparisons between the objects in the quantitative analysis.

8. (New) The method of quantitative analysis of communication performance as set forth in claim 7, wherein said data being provided from a different source relates to financial data of company, product line, marketing and PR budget.